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Title:

Speech at the opening of Peters Ice Cream Factory Extensions, Klemzig

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SPEECH BY THE PREMIER, MR. DUNSTAN, AT THE OPENING OF
PETERS ICE CREAM FACTORY EXTENSIONS, KLEMZIG.

10TH FEBRUARY, 1972.

SIR CHARLES (McGRATH), MR. McCOY, MR. PHILPOTS-GREEN,
LADIES AND GENTLEMEN:

PETERSVILLE'S DUAL CEREMONY TODAY IS A REFRESHING REMINDER -
IN ECONOMICALLY VERY TROUBLED TIMES - OF THE UNDERLYING
POTENTIAL OF THE AUSTRALIAN ECONOMY. IT'S A REMINDER, TOO, OF
SOUTH AUSTRALIA'S PARTICULAR ATTRACTION TO THE COST AND
STABILITY CONSCIOUS INDUSTRIALIST.

THESE NEW EXTENSIONS ARE THE COMPANY'S BIGGEST DEVELOPMENT IN
SOUTH AUSTRALIA SINCE THE FACTORY WAS ESTABLISHED. THEY
REPRESENT A 130-THOUSAND DOLLAR INVESTMENT AND BRING TO
280-THOUSAND DOLLARS THE AMOUNT INVESTED BY PETERS ICE CREAM
IN THE STATE DURING THE PAST 18 MONTHS.

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THIS IS PROOF OF THE DEMAND FOR YOUR PRODUCTS AND THE VIGOUR OF
YOUR MANAGEMENT. THE PETERSVILLE GROUP'S RECORD OF GROWTH
WOULD BE IMPRESSIVE UNDER ANY CIRCUMSTANCES. IT'S PARTICULARLY
SO WHEN ONE REALISES THAT IT HAS BEEN ACHIEVED IN A FIERCELY
COMPETITIVE INDUSTRY BY AN AUSTRALIAN COMPANY IN A FIELD
DOMINATED BY FOREIGN CAPITAL.

ONE OF THE PRINCIPAL MERITS OF THIS FACTORY, IN MY VIEW, IS ITS
LOCATION HERE AT KLEMZIG. THE ESTABLISHMENT OF FACTORIES AND
FIRMS OUTSIDE THE CENTRAL CITY AREA OR THE PRINCIPAL INDUSTRIAL
ESTATES BRINGS CONSIDERABLE BENEFITS, SOCIAL AND ECONOMIC.
ONE OF THE MAIN ONES IS THAT SUCH ENTERPRISES PROVIDE LOCAL
EMPLOYMENT. THIS RELIEVES PRESSURE ON TRANSPORT INTO AND FROM
THE CITY AND, IS A CONSIDERABLE FACTOR IN FOSTERING WITHIN THE
AREA A SENSE OF COMMUNITY IDENTITY. IT MEANS THAT WOMEN
EMPLOYEES, IN PARTICULAR, CAN SPEND MORE TIME WITH THEIR FAMILIES
WHILE ALSO SUPPLEMENTING THE FAMILY INCOME.

I'VE SPOKEN IN SOME DETAIL IN RECENT DAYS ABOUT THE PROBLEMS INHERENT IN THE PRESENT TREND OF DEVELOPMENT IN THE CENTRAL CITY AREA. THEY ARE PROBLEMS WHICH WILL, I BELIEVE, BE RESPONSIVE TO INTELLIGENT AND TIMELY PLANNING.

WE SHALL NEED, IN DEALING WITH THEM TO TAKE AN OVERALL VIEW AND TO PLAN ON THE BASIS OF THE ENTIRE URBAN AND SUBURBAN COMPLEX. THE DEVELOPMENT AND STIMULATION OF LIVELY, SELF-CONTAINED COMMUNITIES OUTSIDE THE CENTRAL NUCLEUS WILL, THEREFORE, HAVE TO BE GIVEN A HIGH PRIORITY.

THE STATE GOVERNMENT WILL CERTAINLY BE GLAD TO PROVIDE ALL THE ASSISTANCE IN ANY FURTHER EXPANSION BY YOUR COMPANY AND, AS INDUSTRIAL DEVELOPMENT MINISTER, I'M DELIGHTED TO SEE THAT YOU HAVE PLENTY OF ROOM FOR FURTHER GROWTH ON YOUR PRESENT SITE - IN ITSELF AN EXAMPLE OF THOUGHTFUL PLANNING.

FROM HERE AND ITS SIX COUNTRY DEPOTS THE COMPANY SUPPLIES THE WHOLE OF SOUTH AUSTRALIA, BROKEN HILL, ALICE SPRINGS AND TENNANT CREEK. THE NEW EXTENSIONS COMPRISING COLD STORE, OFFICE ACCOMMODATION AND LOADING DOCKS WILL ENABLE THE COMPANY TO INCREASE ITS HOLDING STOCKS AND THUS MAINTAIN CONTINUITY OF SUPPLY TO RETAILERS - A FACTOR OF PARTICULAR IMPORTANCE DURING THE HOT SUMMER MONTHS.

THIS STREAMLINING OF OPERATIONS WILL MEAN THE COMPANY WILL BE WELL PLACED TO TAKE ADVANTAGE OF FURTHER MARKET OPPORTUNITIES AS THEY OCCUR.

SIR, I CONGRATULATE YOU AND YOUR STAFF IN UNDERTAKING THIS NEW VENTURE AND FOR MAKING THIS TANGIBLE EXPRESSION OF YOUR FAITH IN SOUTH AUSTRALIA'S FUTURE. IT'S A FAITH WHICH, PRESENT ECONOMIC VICISSITUDES NOTWITHSTANDING, I FULLY SHARE AND I NOW HAVE VERY MUCH PLEASURE IN OFFICIALLY DECLARING THESE EXTENSIONS OPEN.

THANK YOU.